IN THE CLAIMS

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with strikethrough. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please **AMEND** claims 1-6, 11, 13, 14, 16, and 18 as follows.

1.   (CURRENTLY AMENDED) A method for of distributing advertisement, comprising:

a prospective customer searching operation of searching for prospective customers of an advertising article from customer information;

a shop searching operation of searching for shops that are capable of selling the article to the prospective customers from shop information;

a prospective customer notifying operation of creating a prospective customer list of the prospective customers, to which the shops are capable of selling the article, on a shop basis, and notifying the shops of the prospective customer list;

an advertisement distribution selecting operation of allowing the shops to determine whether or not an advertisement regarding the article is to be distributed to the prospective customers in the notified prospective customer list;

a name-embedded advertisement generating operation of generating name-embedded advertisement in which shop identity information capable of identifying the shops is added to the advertisement previously registered; and

a name-embedded advertisement distributing operation of distributing the name-embedded advertisement to the prospective customers selected to receive the name-embedded advertisement in the advertisement distribution selecting operation.

2.   (CURRENTLY AMENDED) A method for of distributing advertisement, comprising:

an advertisement target article specifying operation of specifying an article which a shop desires to advertise;

a prospective customer searching operation of searching for prospective customers of the article from customer information;

an advertisement distribution selecting operation of allowing the shop to determine whether ~~or not~~an advertisement regarding the article is to be distributed to the searched prospective customers ~~in the searched prospective customer list~~;

a name-embedded advertisement generating operation of generating name-embedded advertisement in which shop identity information capable of identifying the shop is added to the advertisement ~~previously registered~~; and

a name-embedded advertisement distributing operation of distributing the name-embedded advertisement to the prospective customers selected to receive the advertisement in the advertisement distribution selecting operation.

3.   (CURRENTLY AMENDED) A method ~~for~~of distributing advertisement, comprising:

an advertising article specifying operation ~~in a~~of specifying an article that a shop desires to advertise;

a regular customer selecting operation of allowing the shop to determine whether ~~or not~~an advertisement regarding the article is to be distributed to each regular customer, based on regular customer information;

a prospective customer searching operation of searching for prospective customers to which the shop is capable of selling the article, and creating a prospective customer list;

a regular customer addition operation of generating an advertisement distribution preliminary list by excluding the regular customers, who have selected not to receive the advertisement in the regular customer selecting operation, from the prospective customer list, and by adding the regular customers selected to receive the advertisement in the regular customer selecting operation;

a name-embedded advertisement generating operation of generating name-embedded advertisement in which shop identity information capable of identifying the shop is added to the advertisement; and

name-embedded advertisement distributing operation of distributing the name-embedded advertisement to customers in the advertisement distribution preliminary list.

4.   (CURRENTLY AMENDED) A method for distributing advertisement according to claim 3, comprising an advertisement distribution billing operation including:

an advertisement unit price setting operation of setting an advertisement unit price for billing an advertisement provider per advertisement with respect to the advertisement of the

article;

a prospective customer distribution fee unit price setting operation of setting a unit price of a prospective customer distribution fee provided to a shop per distribution to the prospective customers;

a regular customer distribution fee unit price setting operation of setting a unit price of a regular customer distribution fee provided to a shop per distribution to the regular customers;

an advertisement fee calculating operation of calculating an advertisement fee by multiplying the advertisement unit price by the number of name-embedded advertisements distributed in the name-embedded advertisement distributing operation;

an advertisement fee charging operation of charging the advertisement fee to the advertisement provider; and

an advertisement distribution shop fee providing operation of providing to the shop an advertisement distribution shop fee calculated by adding a product obtained by multiplying the prospective customer distribution fee unit price by the number of name-embedded advertisements distributed to the prospective customers, to a product obtained by multiplying the regular customer distribution fee unit price by the number of name-embedded advertisements distributed to the regular customers.

5.   (CURRENTLY AMENDED) A method ~~for~~of distributing advertisement according to claim 3, comprising a sales billing operation including:

a sales fee unit price setting operation of setting a sales fee unit price for billing ~~the~~an advertisement provider per sales performance;

a sales performance obtaining operation of obtaining a sales volume of the article sold to customers who have received the advertisement;

a prospective customer sales fee unit price setting operation of setting a unit price of a prospective customer sales fee provided to the shop concerning ~~a~~ customer sales performance with respect to the prospective customers;

a regular customer sales fee unit price setting operation of setting a unit price of a regular customer sales fee provided to the shop concerning customer sales to the regular customers;

a sales fee calculating operation of calculating a sales fee provided to the advertisement provider by multiplying the sales fee unit price by the sales volume obtained in the sales performance obtaining operation; and

a shop sales fee providing operation of providing to the shop an advertisement

distribution shop fee calculated by adding a product obtained by multiplying the prospect customer sales fee unit price by the sales volume with respect to the prospective customers, to a product obtained by multiplying the regular customer sales fee unit price by the sales volume with respect to the regular customers.

6.   (CURRENTLY AMENDED) A method ~~for~~of distributing advertisement, comprising:

a prospective customer searching operation of searching for prospective customers of an advertising article from customer information, based on article attribute information, attribute information on customers, and advertisement receiving requirements regarding acceptance/rejection of receiving advertisements, the advertisement receiving requirements being set for each customer;

a shop searching operation of searching for shops that can sell the article to the prospective customers, based on shop attribute information, and article dealing information representing whether ~~or not~~ the shops deal in the article;

a prospective customer notifying operation of creating a prospective customer list of the prospective customers to which the shops can sell the article on a shop basis, and notifying each shop of the list;

an advertisement distribution selecting operation of allowing a shop to select whether ~~or not~~ an advertisement regarding the article is to be distributed to the prospective customers in the notified prospective customer list;

a name-embedded advertisement generating operation of generating a name-embedded advertisement in which shop identity information capable of identifying the shop is added to the advertisement ~~previously registered~~; and

name-embedded advertisement distributing operation of distributing the name-embedded advertisement to the prospective customers selected to receive the name-embedded advertisement in the advertisement distribution selecting operation.

7.   (ORIGINAL) A method for distributing advertisement according to Claim 6, wherein the advertisement distribution selecting operation includes: a prospective customer list presenting operation of presenting a prospective customer list including prospective customers for each shop to the shop; a selection input operation of selecting whether or not advertisement of the article is to be distributed to the prospective customers, based on the prospective customer list; and an advertisement distribution preliminary list generating operation of

generating an advertisement distribution preliminary list that specifies distribution destinations of the advertisement, based on results of the selection input operation.

8.   (ORIGINAL) A method for distributing advertisement according to Claim 6, wherein information representing a distribution starting time of the advertisement is prescribed to be an advertisement distribution starting requirement,

in the advertisement distribution selecting operation, selection of the prospective customers is accepted until the time represented by the advertisement distribution starting requirement, and

on the time represented by the advertisement distribution starting requirement, the name-embedded advertisement generating operation and the name-embedded advertisement distributing operation are conducted.

9.   (ORIGINAL) A method for distributing advertisement according to Claim 6, wherein the name-embedded advertisement generating operation includes an advertisement data obtaining operation of previously obtaining advertisement data for the advertisement in which name-embedding of a shop has not been completed and a shop name-embedding operation of embedding information on the shop in the advertisement data.

10.   (ORIGINAL) A method for distributing advertisement according to Claim 6, including an advertisement distribution billing operation including: an advertisement unit price setting operation of setting an advertisement unit price for billing an advertisement provider per advertisement; an advertisement fee calculating operation of calculating an advertisement fee by multiplying the advertisement unit price by the number of name-embedded advertisements generated by the name-embedded advertisement generating operation; and an advertisement fee charging operation of charging the advertisement fee to the advertisement provider.

11.   (CURRENTLY AMENDED) A method for distributing advertisement according to Claim 10, wherein the advertisement distribution billing operation includes: an advertisement distribution shop fee unit price setting operation of setting a unit price of an advertisement distribution shop fee provided to the shop concerning the prospective a-customer advertisement with respect to the distribution of the name-embedded advertisement; an advertisement distribution shop fee calculating operation of calculating an advertisement distribution shop fee by multiplying the advertisement distribution fee unit price by the number of name-embedded

advertisements generated by the name-embedded advertisement generating operation; and an advertisement distribution shop fee providing operation of providing the advertisement distribution shop fee to the shop.

12.   (ORIGINAL) A method for distributing advertisement according to Claim 6 including a sales billing operation including: a sales fee unit price setting operation of setting a sales fee unit price for billing the advertisement provider per sales performance; a sales performance obtaining operation of obtaining a sales volume regarding the article sold to customers who have received the advertisement; a sales fee calculating operation of calculating a sales fee by multiplying the sales fee unit price by the sales volume obtained by the sales performance obtaining operation; and a sales fee charging operation of charging the sales fee to the advertisement provider.

13.   (CURRENTLY AMENDED) A method for distributing advertisement according to Claim 12, wherein the sales billing operation further includes: a shop sales fee unit price setting operation of setting a unit price of a shop sales fee provided to the shop concerning a prospective customer sales performance; a shop sales fee calculating operation of calculating a shop sales fee by multiplying the shop sales fee unit price by the sales volume; and a shop sales fee providing operation of providing the shop sales fee to the shop.

14.   (CURRENTLY AMENDED) An advertisement distributing system, comprising:
a prospective customer searching part for searching for prospective customers of an advertising article from a customer database;
a shop database storing shop information;
a shop searching part for searching for shops capable of selling the article to the prospective customers from the shop database;
a prospective customer list generating part for generating a prospective customer list of the prospective customers for each shop;
a prospective customer notifying part provided with a prospective customer list presenting part for presenting the prospective customer list to the shop;
an advertisement distribution selecting part of allowing the shop to determine whether or not thean advertisement is to be distributed to the prospective customers in the prospective customer list;
a name-embedded advertisement generating part for generating name-embedded

advertisement including shop identity information capable of identifying the shop; and

a name-embedded advertisement distributing part for distributing the name-embedded advertisement to the prospective customers who have been selected to receive the name-embedded advertisement by the advertisement distribution selecting part.

15.   (ORIGINAL) An advertisement distributing system according to claim 14, wherein information representing a distribution starting time of the advertisement is prescribed to be an advertisement distribution starting requirement, and

the system includes an advertisement distribution time control part for allowing the advertisement distribution selecting part to continue accepting selection of prospective customers until the time represented by the advertisement distribution starting requirement, and starts processing of the name-embedded advertisement generating part and the name-embedded advertisement distributing part at the advertisement distribution time.

16.   (CURRENTLY AMENDED) An advertisement distributing server, comprising:

a prospective customer searching part for searching for prospective customers of an advertising article from an accessible customer database;

a shop database storing shop information;

a shop searching part for searching for shops capable of selling the article to the prospective customers from the shop database;

a prospective customer list generating part for generating a prospective customer list of prospective customers for each shop;

a prospective customer list sending part for sending the prospective customer list for each shop to the shop;

a name-embedded advertisement generating part for receiving a result of the shop's determination of whether or not thean advertisement is to be distributed to the prospective customers in the prospective customer list, and generating name-embedded advertisement including shop identity information capable of identifying the shop, based on the result;

a name-embedded advertisement distributing part for distributing the name-embedded advertisement to the prospective customers who have selected to receive the name-embedded advertisement by the advertisement distribution selecting part.

17.   (ORIGINAL) An advertisement distributing client, comprising:

a prospective customer notifying part for receiving a prospective customer list that is a

search result of prospective customers of an advertising article from a customer database accessible from an advertisement distribution server, and presenting the list to a shop side;

an advertisement distribution selecting part for determining whether or not advertisement of the article is to be distributed to the prospective customers in the prospective customer list; and

an advertisement distribution selection result notifying part for returning a selection result of the advertisement distribution selecting part to the advertisement distributing server,

the advertisement distributing client requesting the advertisement distributing server to distribute the advertisement to customers who are specified to receive the advertisement.

18.   (CURRENTLY AMENDED) A computer-readable recording medium storing a processing program ~~for~~ implementing an advertisement distributing system ~~for~~ distributing advertisement of an advertising article to prospective customers assumed to purchase the article, ~~the processing program~~ by controlling a computer according to a process comprising:

a prospective customer searching operation of searching for prospective customers of an advertising article from customer information;

a shop searching operation for searching for shops capable of selling the article to the prospective customers from shop information;

a prospective customer notifying operation of creating a prospective customer list of customers to which the shop is capable of selling the article, for each shop, and notifying the shop of the list;

an advertisement distribution selecting operation of allowing the shop to determine whether ~~or not the~~an advertisement of the article is to be distributed to the prospective customers in the notified prospective customer list;

a name-embedded advertisement generating operation of generating name-embedded advertisement in which shop identity information capable of identifying the shop is added to the advertisement ~~previously registered~~; and

a name-embedded advertisement distributing operation of distributing the name-embedded advertisement to the prospective customers selected to receive the name-embedded advertisement in the advertisement distribution selecting operation.